

TOBACCO CONTROL NETWORK

2010-2011 POLICY PLATFORM on TOBACCO PREVENTION and CONTROL

This document represents a consensus of the members' position on tobacco-related policies that reduce tobacco use and sustain changes in social norms.

THE PROBLEM

- Tobacco use is the leading cause of preventable death in the United States. Cigarette smoking and secondhand smoke cause 1 in 5 deaths in the U.S., or about 443,000 deaths each year.
- The 2006 Surgeon General's Report found that there is no safe level of secondhand smoke exposure, yet an estimated 50,000 non-smokers die every year as the result of breathing secondhand smoke.
- Overall, 20.6% of American adults currently smoke cigarettes; smoking is more prevalent in certain population subgroups.
- Tobacco companies spend billions of dollars on tobacco advertising campaigns each year, often targeting specific populations, contributing to serious disparities in tobacco use.

PROVEN POLICIES

The Tobacco Control Network (TCN) recommends all states and communities achieve the following proven policies, which are known to reduce tobacco use among all segments of society:

1. Enact local and statewide 100% smoke-free air laws in order to protect all workers and the public from involuntary exposure to tobacco smoke. These laws should cover all workplaces and public places, including restaurants and bars in accordance with the *Fundamentals for Smoke-free Workplaces Guide*;¹
2. Raise state cigarette excise taxes and increase the prices of other tobacco products (smokeless and others) in parity with cigarettes, with portion of revenue designated for comprehensive tobacco control program to achieve greater equity in programs that reach lower socio-economic populations and other high risk communities; and
3. Fund comprehensive tobacco control programs in all states, territories and the District of Columbia at the CDC-recommended levels.

EMERGING ISSUES

These proven policies are enhanced by a comprehensive approach that includes emerging issues. States that have already achieved success in the three TCN top priorities are encouraged to engage in other population-based approaches to policy and public education outlined in the World Health Organization's MPOWER Model:

MPOWER Elements	TCN - Recommended Strategies
M onitor tobacco use and indicators of prevention policies	<ul style="list-style-type: none"> • Obtain representative and population based periodic data on key tobacco use for youth and adults
P rotect people from exposure to tobacco smoke	<ul style="list-style-type: none"> • Protect ALL workers - and the public- from involuntary exposure to tobacco smoke in all indoor workplaces in the US
O ffer help to quit tobacco use	<ul style="list-style-type: none"> • Support easily accessible and evidence-based services for every who wants to quit
W arn about the dangers of smoking	<ul style="list-style-type: none"> • Raise awareness across age groups, sexes and other demographics so that all people understand the dangers of tobacco use and benefits of quitting • Allocate tobacco control funding to earned and purchased media campaigns
E nforce bans on tobacco advertising, promotion and sponsorship	<ul style="list-style-type: none"> • Support initiatives made possible by new FDA law to regulate the advertising, promotion and sponsorship of tobacco products
R aise price of tobacco products	<ul style="list-style-type: none"> • Raise the excise tax on cigarettes and other tobacco products in parity with cigarettes. • Designate a portion of revenue for comprehensive tobacco control programming.

¹ http://www.no-smoke.org/pdf/CIA_Fundamentals.pdf